

COLLABORATING FOR BUSINESS GROWTH

ABOUT BRAZECOM INDUSTRIES. Brazecom Industries, LLC., offers a variety of metal joining technologies and heat treating processes for military, medical, and commercial applications. Founded in 2006 by Brandon Merron and his wife Kim, Brazecom has grown to fill a ten thousand square-foot facility with ten employees in Weare, New Hampshire. Brazecom specializes in microwave components and assemblies that often require dissimilar metals, and the company has the expertise and knowledge to deliver high quality parts at a competitive cost.

THE CHALLENGE. From 2006 through 2014, Brazecom sales increased by 10 percent to 20 percent every year. However, from 2015 through 2016, sales started to decline by 10 percent. That's when Merron began looking in depth at his entire business. "I decided to do my own study," he said. The lightbulb went off when he realized he was working in his company, but not on his company. "I knew about how to create great products for our customers, but not necessarily how to get more customers," Merron said. "Marketing was not my strong point but I knew that's what we needed to remain profitable and grow."

MEP CENTER'S ROLE. Merron participated in a free hour-long information session called "5 Steps to Sustain Business Growth," after receiving an e-blast from New Hampshire MEP, part of the MEP National Network™. The session covered cost-effective approaches for customer retention and expansion, and Merron liked what he learned. He decided to sign up for the Business Growth Collaborative Program hosted by NH MEP, a series of in-depth business growth and strategic marketing workshops.

Brazecom participated in the program along with five other companies, benefitting from the collaborative approach. "We found the workshops interesting and informative, the materials easy to understand," said Merron. "The program gave us the ability to identify the right markets to target, and obtain customers in those markets."

The participants learned how to set smart goals, hone their elevator pitch, create and send out e-surveys, analyze website metrics, utilize search engine optimization (SEO), create and send out e-newsletters, develop sales forecasts, and create sales and marketing action plans. The training investment improved sales and helped the company retain customer orders and jobs.

"The Business Growth Collaborative Program helped us realize there were many areas within our company that we should have focused on more closely. I would recommend this program to new or established companies that want to grow their business."

-Brandon Merron, President

RESULTS



Sales impact: **\$450,000**



Jobs impact: **2**



Retained **25** customer orders



Investment: **\$10,000**



Product impact: **\$35,000**

CONTACT US



172 Pembroke Road
Concord, NH 03301



(603)226-3200



www.nhmep.org

